

AMENDMENTS TO THE SPECIFICATION

At Paragraphs [01] and [02]

Please amend paragraphs [01] and [02] of the specification as follows:

[01] This application makes reference to, claims priority to, and claims the benefit of:

United States Provisional Application Serial No. 60/432,472 (~~Attorney Docket No. 14185US01-01001P-BP-2800~~) filed December 11, 2002;

United States Provisional Application Serial No. 60/443,894 (~~Attorney Docket No. 14274US01-01002P-BP-2801~~) filed January 30, 2003;

United States Provisional Application Serial No. 60/457,179 (~~Attorney Docket No. 14825US01-01015P-BP-2831~~) filed March 25, 2003; and

United States Provisional Application Serial No. 60/447,110 (~~Attorney Docket No. 14309US01-01025P-BP-2816~~) filed February 12, 2003.

[02] This application also makes reference to:

United States Application Serial No. [[____]]10/657,390 (~~Attorney Docket No. 14185US02-01001P-BP-2800~~) filed September 8, 2003;

United States Application Serial No. [[____]]10/660,267 (~~Attorney Docket No. 14274US02-01002P-BP-2801~~) filed September 11, 2003; and

United States Application Serial No. [[____]]10/675,081 (~~Attorney Docket~~
~~No. 14306US02-01013P-BP-2814~~) filed September 30, 2003.

At Paragraph [30]

Please amend paragraph [30] of the specification as follows:

[30] Fig. 1A is a diagram illustrating an embodiment of an exemplary media exchange network 100 that may be utilized to support a personal advertisement channel and advertisement insertion into broadcast media, in accordance with various aspects of the present invention. Referring to Fig. 1A, the media exchange network 100 may include a user location which may be a user's home 102, an Internet-based media exchange network infrastructure 104 and a third (3rd) party media provider or broadcaster 103. The user location or user's home 102 may include a home media processing system (MPS) 101 and a remote control 108. The Internet-based media exchange network infrastructure 104 provides connectivity between the media processing system 101 and the third (3rd) party broadcaster 103. In the exemplary embodiment of Fig. 1A, since the media processing system 101 is located at the user's home, it may be referred to as a home media processing system 101.

At Paragraphs [36] – [37]

Please amend paragraphs [36]-[37] of the specification as follows:

[36] The communication infrastructure ~~[[105]]~~104 may include cable infrastructure, xDSL infrastructure, satellite network infrastructure, Internet infrastructure, intranet infrastructure or other similar access and/or transport infrastructure. In this regard, the Internet-based media exchange network infrastructure 104 may provide access and/or transport functionality that may facilitate the exchange of media between, for example, the user's home 102 and the third (3rd) party broadcaster or provider 103. The intranet infrastructure which may be part of the Internet-based media exchange network infrastructure 104 may also be adapted to providing wide area network (WAN) capability. The exchange of media may be utilized to support personal advertisement channels and advertisement insertion in accordance with various embodiments of the invention.

[37] The third (3rd) party media provider or broadcaster 103 may supply third (3rd) party media content to user locations such as the user's home 102 via the Internet-based media exchange network infrastructure 104. The third (3rd) party media provider or broadcaster 103 may be a television broadcaster, a portal, a radio broadcaster, an advertisement company, an Internet service provider (ISP), any of which may provide media content in a digital format. The third (3rd) party media provider or broadcaster 103 may include a server 109 and a storage block 110. Media content supplied by the third (3rd) party provider 103 may comprise commercials or advertisements in video, audio and/or textural formats. In general,

the third (3rd) party media provider or broadcaster 103 may transfer media content over the media exchange network 100 and receive responses and/or requests from users and/or subscribers via the media exchange network 100.

At Paragraph [42]

Please amend paragraph [42] of the specification as follows:

[42] United States Application Serial No. [[]]10/675,057 (~~Attorney Docket No. 14285US02~~) filed on September 30, 2003 illustrates various aspects of an exemplary channel view or channel that may be utilized in connection with invention and is hereby incorporated herein by reference in its entirety.

At Paragraph [48]

Please amend paragraph [48] of the specification as follows:

[48] In an illustrative embodiment of the invention, a user of the media processing system 101 may set up a user profile indicating an interest in foreign cars and authorizing at least one selected third (3rd) party provider on the media exchange network 100 to push or otherwise transfer commercials or advertisements associated with foreign cars to the advertisement channel 128 of the channel view or channel guide 120. A television broadcaster, such as the third

(3rd) party provider 103₁ may detect the presence of the media processing system 101 on the media exchange network 100 and access a user profile 117 on the media processing system 101 via the media exchange network 100. The television broadcaster may process the user profile 117 and match the user's interest in foreign cars with a newly available foreign car commercial 111. The television broadcaster may then access the schedule [[117]]122 of the advertisement channel 128 and schedule the newly available foreign car commercial 111 under the time slot of "TV broadcast commercials" 129. The television broadcaster₁ such as the third (3rd) party provider 103₁ may then push or otherwise communicate or transfer the newly available foreign car commercial 111 to the media processing system 101. Accordingly, information representative of the foreign car commercial may be presented or stored in the channel view or channel guide 120 in the advertisement channel 128 under the time slot of "TV broadcast commercials" 129. As a result, the next time the user of the media processing system 101 accesses the channel view or channel guide 120, the newly available foreign car commercial 111 scheduled under the time slot for "TV broadcast commercials" 129 is presented and the scheduled foreign car commercial 111 may be viewed.